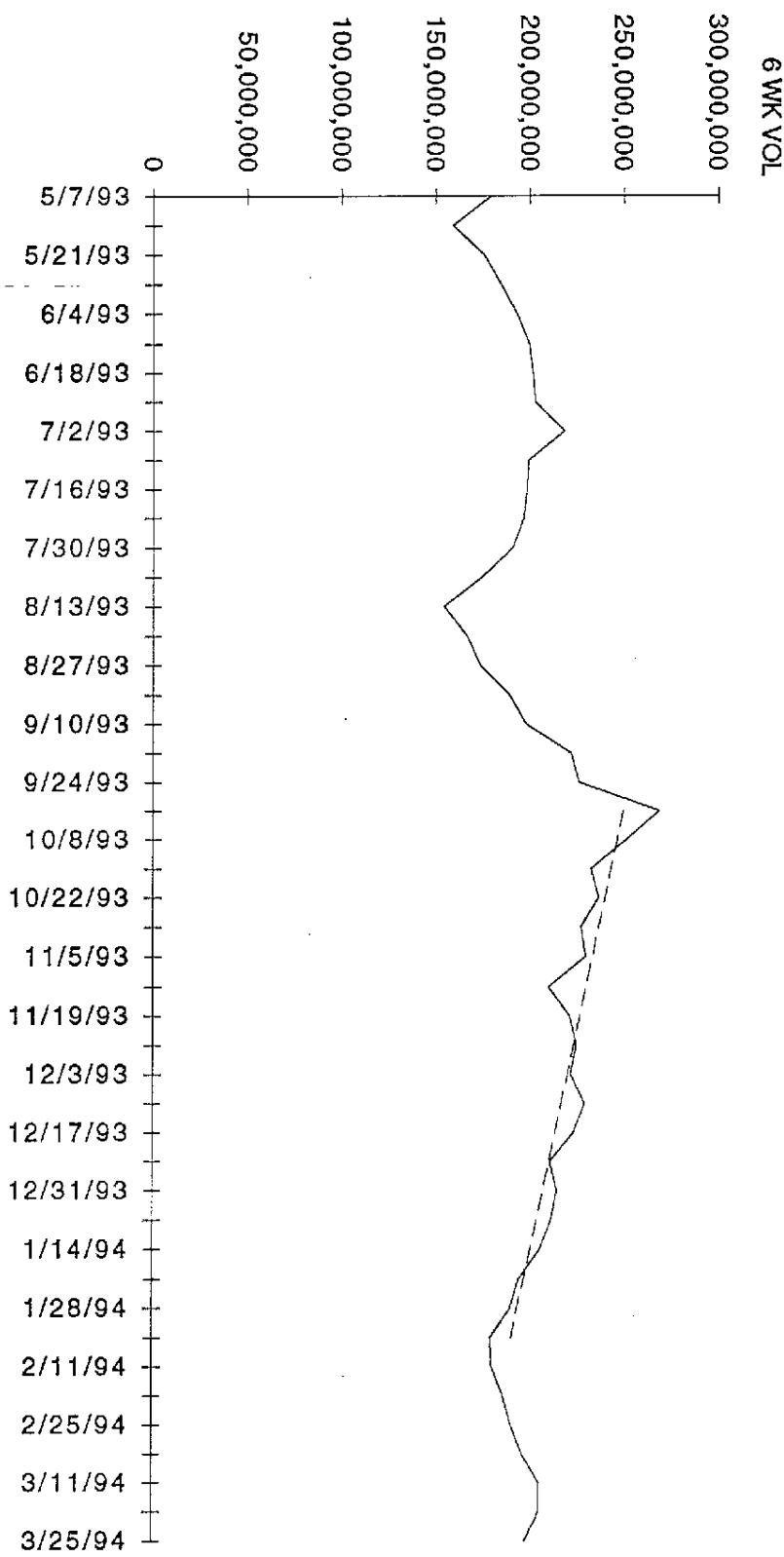


EVIDENCE THAT THE "PINNOCHIO" PLAN IS WORKING

- ALPINE VOLUME HAS IMPROVED SINCE LATE JANUARY
- IN THE WEEKS IMMEDIATELY FOLLOWING FSIS, SHARE IN DROP MARKETS HAS IMPROVED. (+0.07 AND +0.09 FOR THE JANUARY AND FEBRUARY DROPS RESPECTIVELY.)
- OF THE 124,000 DEFENSIVE SMOKERS MAILED 2/18, 1.8% HAVE RESPONDED TO CONTINUITY OFFERS AS OF 3/26. THIS COMPARES FAVORABLY TO THE 0.07% RESPONSE IN THE MARCH 1993 PROGRAM.

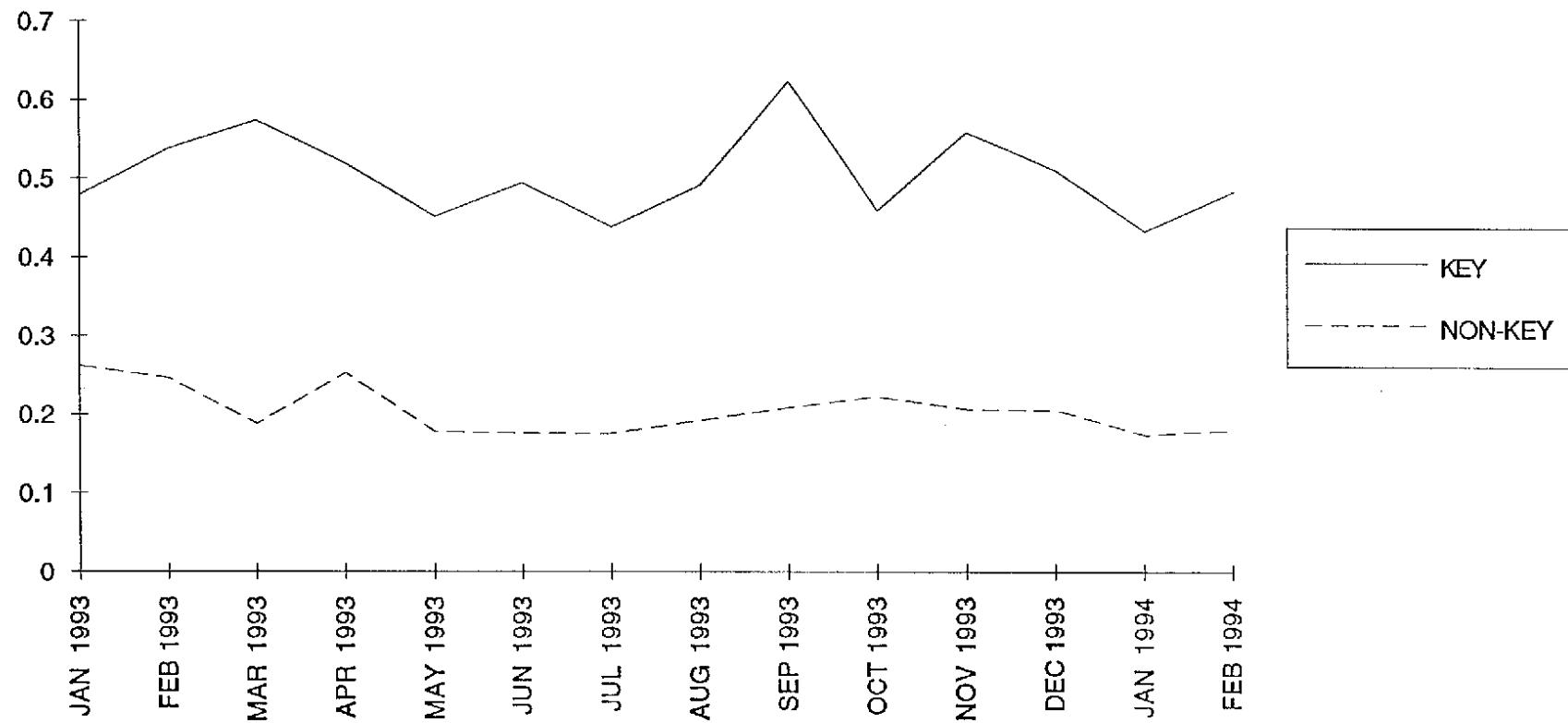
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WHEN THE DATA IS SMOOTHED FURTHER, THE REVERSAL OF TREND IS EVEN MORE APPARENT



KEYVSNONKEYSHIP Chart 1

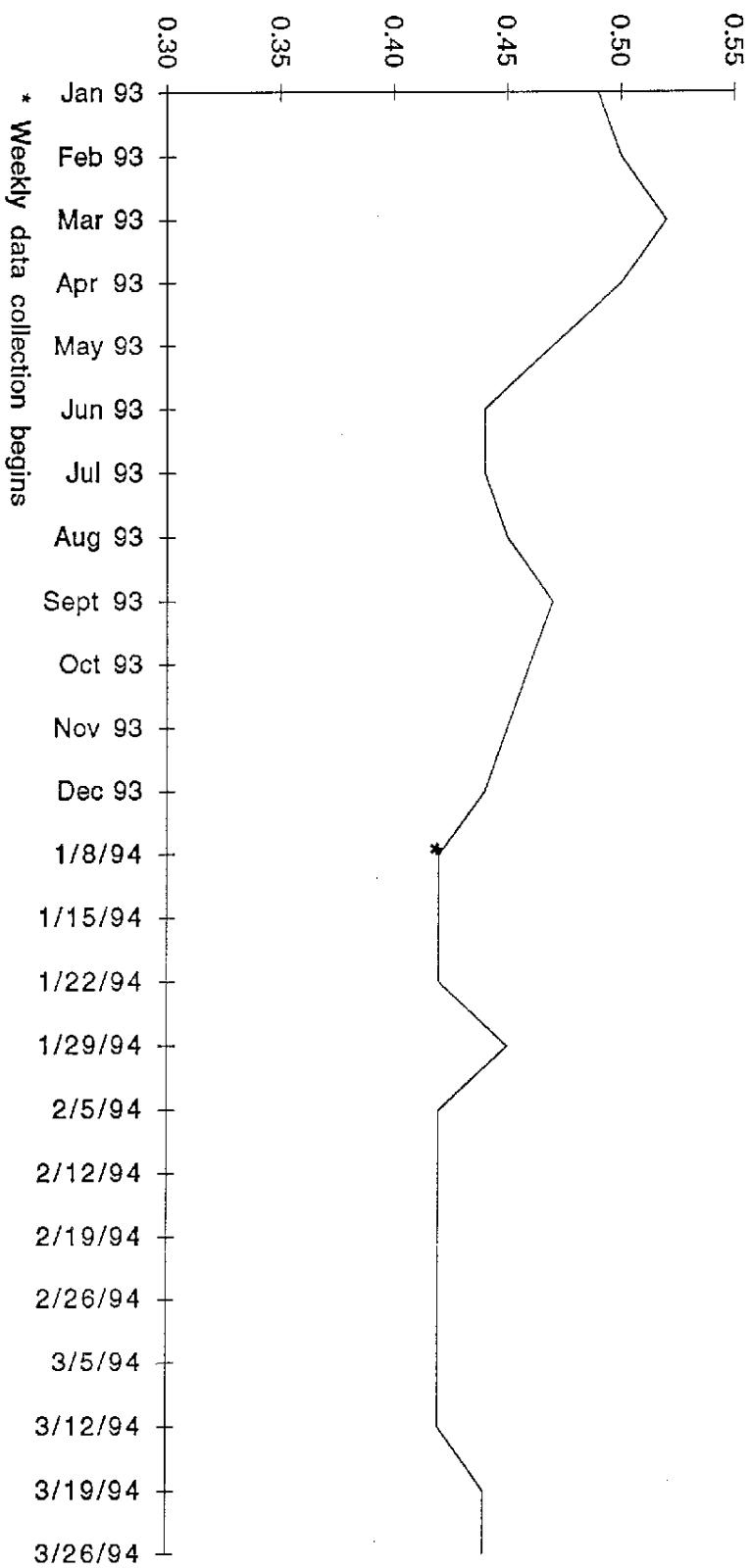
**IT IS TOO EARLY TO DETERMINE IF THE PLAN HAS HELPED STABILIZE
ALPINE SHIPMENT SHARE**



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Page 1

According to Nielsen data across all trade classes, Alpine's share erosion has stopped in 1994.



ALPINEWEEKLYVOL Chart 2

ALPINE VOLUME, WHICH HAD BEEN TRENDING DOWNWARDS SINCE SEPTEMBER '93 HAS BEEN FLAT SINCE FEBRUARY.

